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For fifty years now, the Amul billboard has watched over India, punctuating its progress with wry observation, heartfelt tribute, sly comment and the occasional controversial slip. Its relationship

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with the country has been unique: unlike the newspaper, which offered a daily account of all important events, the Amul billboard was more selective, choosing the events it highlighted with more care.

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The Amul campaign tells the stories of India, a hoarding at a time. The hoardings are markers of the 'popular' history of India and have been followed by fans for decades. Timeless and ageless, this long-running campaign has captivated Indians of all ages. The key character in this saga is the littl

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### **Amazon.com: Amul's India : Based On 50 Years Of Amul ...**

Amul's India: Based On 50 Years of Amul Advertising Hardcover – 16 July ... Amuls hoardings and advertisements are loved for their irreverence and current-ness. They are really up to date on world affairs and reflect the common mans opinion on many things with a bit of butter advertising thrown in. Good read.

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Amul's India 3.0 is an archival celebration that will engage brand gurus and media pundits, as well as regular fans and admirers of Amul. The Amazon Book Review Book recommendations, author interviews, editors' picks, and more. Read it now. Enter your mobile number or email ...

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The real history of India is not contained in history books but in Amuls advertising campaigns, says ad legend Alyque Padamsee, who created the iconic Liril girl for Hindustan Lever (now Hindustan ...

### **Utterly butterly Amul ad turns 50 years old**

Amul's India: The 50-year-campaign in fine print. The Onida devil has died and so has the Liril girl and Air India's Maharaja, but the Amul girl has made it to 50 and is still dispensing with her signature "Utterly, Butterly, Delicious" one-liners to an ever-growing brood in the land of butter, milk and honey.

### **Amul's India: The 50-year-campaign in fine print ...**

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Amul's India is a collection of essays by well known personalities like Shobhaa Dé, Rajdeep Sardesai, Amitabh Bachchan and Shyam Benegal. Each person tells of their own associations with the brand and the significance it holds from them. Importantly, for the first time, we gain insight into the creative process and people behind each ad, as well as the effort it takes to keep the campaign ...

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